

What is claimed is:

1. A method for improving transactions in a communication system, comprising:
dynamically monitoring a data session between at least one of first and second parties in
a transaction in the communication system; and
engaging a third party into the transaction as a function of the monitoring of the data
session between the first and second parties.
2. The method according to claim 1, wherein the third party is a virtual party.
3. The method according to claim 1, wherein the third party is an automated input source.
4. The method according to claim 1, wherein the third party engages in the background of
the data session of at least one of the first and second parties.
5. The method according to claim 1, wherein the third party engages in the foreground of
the data session to reduce the stress levels of at least one of the first and second parties.
6. The method according to claim 1, wherein the third party communicates only with one of
the first and second parties.
7. The method according to claim 1, wherein the third party communicates with both of the
first and second parties.

8. The method according to claim 1, wherein the monitoring of the data session between the first and second parties is conducted substantially in real-time.
9. The method according to claim 1, wherein the monitoring of the data session is conducted by at least one of; analyzing a respective voice signal of at least one of the first and second parties, converting a respective voice signal of at least one of the first and second parties to text and analyzing the text, and analyzing a physical stress level of at least one of the first and second parties.
10. The method according to claim 1 wherein the dynamic monitoring comprises inspection of the contents of data messages and wherein detection of problematic phrases engages the third party.
11. An apparatus for improving transactions in a communication system, comprising:
dynamically monitoring a data session between at least one of first and second means for parties in a transaction in the communication system; and
means for engaging a third party into the transaction as a function of the monitoring of the data session between the first and second parties.
12. The apparatus according to claim 11, wherein the third party is a virtual party.

13. The apparatus according to claim 11, wherein the third party is an automated input source.
14. The apparatus according to claim 11, wherein the third party engages in the background of the data session of at least one of the first and second parties.
15. The apparatus according to claim 11, wherein the third party engages in the foreground of the data session to reduce the stress levels of at least one of the first and second parties.
16. The apparatus according to claim 11, wherein the third party communicates only with one of the first and second parties.
17. The apparatus according to claim 11, wherein the third party communicates with both of the first and second parties.
18. The apparatus according to claim 11, wherein the monitoring of the data session between the first and second parties is conducted substantially in real-time.
19. The apparatus according to claim 11, wherein the means for monitoring of the data session is at least one of; means for analyzing a respective voice signal of at least one of the first and second parties, means for converting a respective voice signal of at least one of the first and second parties to text and analyzing the text, and means for analyzing a physical stress level of at least one of the first and second parties.

20. A system for improving transactions in a communication system comprising:
- a computerized transaction handling system which handles data sessions between at least of first and second parties in a transaction in the communication system;
 - computerized sub-system associated with the transaction handling system which dynamically monitors at least some of the data sessions;
 - computerized sub-system associated with the transaction handling system which engages a third party into the transaction in response to detection substantially in real-time of at least one target parameter.